

**Title:     SYSTEM AND METHOD FOR INCORPORATION OF PRODUCTS AND  
SERVICES INTO REALITY TELEVISION**

**Abstract**

**[0043]**

The system includes a show and related marketing which discloses details and strategies related to conceiving, opening, operating, improving and growing a business and incorporates a sponsor's products into the storyline and dialog of the show. The information is shared by broadcasting the reality show to build awareness of various aspects of a business and to demonstrate the relevance, importance and problem solving capabilities of certain business products for potential and current participants in similar situations. The invention also allows the participants to provide feedback in the form of suggested strategies for solving business issues disclosed in the storyline of the show. Based on the feedback, the participant may be eligible for a prize and the strategy feedback incorporated into the show.